

WSEB



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1330199

BROADCASTING STATION LICENSE RECORD

(SEE CARD TWO FOR NAME)

Date first licensed 4-13-60 EFF: 11-1-60 Call letters WSEB
HIGHLANDS BROADCASTING CORPORATION (APL 10-25-66)
M. PHILIP NESBITT & MARYAN B. NESBITT (JOINT TENANTS) (AL-6-17-65; EFF: 7-20-65)
Station location Sebring, Florida
DIXON INDUSTRIES, INC. (AL-8-31-64; EFF: 10-15-64)
x HIGHLANDS BROADCASTING CORP. (AL 6-21-61) EFF: 7-20-61)
x CLAUDE C. TILMAN, JR. AND DOROTHY T. WASDON, d/b as RADIO SEBRING (AL-10-22-58 EFF: 11-19-58)
Name of licensee x GEORGE W. FEE AND CLAUDE C. TILMAN, JR., d/b as RADIO SEBRING

2500 South Lakeview Drive, Sebring, Florida (BP 4-24-68) *BL 7-18-68*
x Highlands Ave., Sebring Florida (BL-4-13-60)
x Dinner Lake, Sebring, Florida (CP 3-12-58)
Transmitter location X 1013 State Road 17, Sebring, Florida (CP 3-12-58)

33870
Main studio location Same as transmitter (BP 4-24-68) *BL 7-18-68*
x Highlands Ave., Sebring Florida (BL-4-13-60)
x To be determined, Sebring, Florida (CP 3-12-58)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-11179	3-12-58	1340kc	250w	Un	5-12 11-12-58
	Construction Permit for new standard broadcast Station. (conditional)				
BAP-401	10-22-58	Voluntary assignment of construction permit to Claude C. Tillman, Jr and Dorothy T. Wadson d/b as Radio Sebring.			
Eff:	11-19-58				
BMP-8284 (1)	10-31-58	Mod. of CP(BP-11,179) for extension of completion date to February 12, 1959.			
BMP-8279	12-18-58	1340kc	250w	U	5-12 2-12-59
	Mod. of CP(BP-11,179) to move antenna-transmitter 220' north of present site, and make changes in ground system. (COND'L)				
BMP-8385 (1)	2-2-59	Mod. of CP(BMP-8279) for extension of completion date to 6-12-59.			
-8402 (2)	2-13-59	Mod. of CP(BMP-8279 as mod.) to change type transmitter (Collins 300G).			
P-8540 (3)	6-13-59	Mod. of CP(BMP-8279) for extension of Completion dates to 8-19-59			
BMP-8572	8-12-59	1340kc	250w	U	5-12 10-12-59
	Mod. of CP(BP-11,179 as mod.) to change antenna-trans. location.				
BMP-8540 (1)	9-3-59	Mod. of CP(BP-11,179) for extension of completion date to October 12, 1959.			
BP-13534	10-28-59	1340kc	250w	U	12-28 6-28-60
	CP to replace expired CP(BP-11179, as mod) which authorized a new standard broadcast station.				
EL-7809	4-13-60	1340kc	250w	U	4-13 2-1-61
	Lic. to cover CP (BP-13,534 as rein.) which auth. new standard B/C Station and specify studio loc. as Highlands Ave., extended, Sebring, Florida.				
WIRE	7-22-60	Sign-Off 9 PM thru 9-17-60			
	1-25-61	Commission deferred action on renewal pending further consideration.			
EL-4162	6-21-61	Voluntary assignment of license to			
EFF:	7-20-61	Highlands Broadcasting Corp.			

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W S E B

Station location

HARRY J. MORGAN TR/AS MORGAN BROADCASTING COMPANY (AL 7-31-73 EFF: 8-10-73
XSEBRING BROADCASTING CORPORATION (AL 11-19-71 EFF: 1-1-72)
Name of licensee ~~SEE CARD #1 -~~ FRANCIS J. MATRANGOLA (AL 12-30-70 EFF: 1-31-71)

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BR-3836	6-21-61	renewal of license			6-21 2-1-64
WIRE	7-19-62	AUTH REMAIN SILENT THRU			10-15-62
Wire	3-21-63	Auth. oper. 6:30pm sign-off thru			5-1-63
Wire	4-4-63	Auth. remain silent from sign-off time			4-6-63 for a period ending 6-6-63
Wire	6-6-63	Ext. auth. remain silent to			9-6-63
Wire	12-12-63	Ext. auth. remain silent thru			3-6-64
Letter	12-30-63	Ext. auth. remain silent thru			3-6-64
Letter	3-18-64	Authority to remain silent reinstated			and extended through 6-6-64
Letter	8-4-64	Auth. remain silent reinstated and			extended thru 9-29-64
BR-3836	8-31-64	1340kc 250w U			8-31 2-1-67
BAL-5162 Rescinded	8-31-64	Voluntary assignment of license to			DIXON INDUSTRIES, INC.
BR-3836	9-30-64	1340kc 250w U			9-30 2-1-67
BAL-5162 Eff: 10-15-64	9-30-64	Voluntary assignment of license to			DIXON INDUSTRIES, INC.
BAL-5483 Eff:	6-17-65	Voluntary assignment of lic. to H.			
	7-20-65	Philip Nesbitt & Maryan B. Nesbitt (Joint			Tenants)
BZ-5786	11-8-65	1340kc 250w U			11-8 2-1-67
		Auth. to determine operating power by			direct measurement of antenna power.
Wire	3-21-66	Auth. remain silent thru			6-1-66
BP-16925	5-11-66	1340kc 250w, 1kw LS U			7-11 1-11-67
		CP to increase daytime power to 1kw, make changes			in antenna system (side-mount FM ant.) install
		new transmitter (Collins 20v-1) Cond'l.			
Wire	5-27-66	Ext. auth. remain silent thru			8-15-66
Wire	8-16-66	Ext. auth. remain silent thru			12-1-66
BAPL-352 EFF:	10-25-66	Voluntary assignment of license and CP			(BP-16925, which auth. an incr. in day
	11-1-66	pr; new trans., ant, chgs) to BWAY			BROADCASTING CORPORATION

Form BC 126
June 1954 #3

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W S E B

Station location

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BMP-11,947 (1)	12-20-66	Mod. of CP(BP-16,925) for ext. of completion date to 4-11-67			
BR-3836	1-20-67	RENEWAL OF LICENSE			
BL-11,562	3-17-67	1340kc	250w, 1kw	U	3-17 2-1-70
		Lic to cover CP(BP-16,925 as mod) which auth incr. daytime power, chg. ant-sys install new trans specify type trans CCA ELECTRONICS-AM1000D			
BL-11,563	3-17-67	1340kc	250w	Aux	3-17 2-1-70
		Lic to use former main trans COLLINS 300G at main trans loc as an aux. trna to be operated on 1340kc, 250w for au purposes only.			
BZ-6386 (1)	4-25-67 (Main)	Auth. to determine operating power by direct meas. of antenna power.			
BZ-6387 (1)	4-25-67 (Aux.)	Auth. to determine operating power by direct meas. of antenna power.			
BZ-6585	8-29-67	1340kc	250w, 1kw	U	8-29 2-1-70
		Auth. to determine operating power by direct meas. of antenna power (Main)			
BZ-6586	8-29-67	1340kc	250w	Aux.	8-29 2-1-70
		Auth. to determine operating power by direct meas. of antenna power (Aux.)			
BP-18116	4-24-68	1340kc	250w, 1kw	LS U	12-24-68
	CP to change TL & SL.				
BP-18207	6-25-68	1340kc	250w	Aux.	2-25-69
	CP to install auxiliary trans., to be oper. on 1340kc, 250w, for aux. purposes only.				
BL-12,008	7-18-68	Lic(BP-18,116)			7-18 2-1-70
BL-12,037(1)	8-5-68	License (BP-18,207) AUX.			2-1-70
BR-3836(S)	3-31-70	Renewal of Main & Aux. & NDEA			2-1-73
BZ-7698(L)	12-14-70	Direct Meas. (MAIN)			2-1-73
BZ-7699(L)	12-14-70	Direct Meas. (AUXILIARY)			2-1-73
BAL-6963	12-30-70	VOL. AL EFF: 1-31-71			
BAL-7449	11-19-71	VOL. AL EFF: 1-1-72			
EBSA	5-25-72				

Form BC 126
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W S E B

Station location

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
BR-3836(L)	1-31-72	RENEWAL 1340khz	250w, 1kw-LS 250w	U Aux.	2-1-76
WIRE	4-13-73	Authority granted to suspend operation pending consideration on assignment until 7-13-73			
WIRE	7-12-73	Auth. granted to suspend operation extended thru October 13, 1973.			
BAL-7866	7-31-73	VOL AL	EFF:		
BR-3836(L)	9-7-77	Renewal of License (Main & Auxiliary)			2-1-79
BR780928UC	6-25-79	RENEWAL (MAIN&AUX TRANS)			2-1-82

APPLICATION RECORD - BROADCASTING

Aug. 1955

GEORGE W. FEE and CLAUDE C. TILLMAN, JR.

Call

Letters ~~NEW~~ W.S.E.B.

Name d/b as RADIO SEBRING

(P.O. - c/o George W. Fee, 809 W. River Dr., Tampa, Florida)

File No.	Dated	Application for	Action	
			Nature	Date
BP-11,179 Rec'd Filed	3-7-57 3-19-57 3-19-57	Construction permit for a new standard broadcast station to be operated on: Frequency - 1340kc Power - 250w Hours of operation - Unlimited Transmitter location - 1013 State Road 17, Sebring, Florida Studio location - To be determined. Sebring, Florida Engr. - Page, Creutz, Steel & Waldschmitt, Inc.	GRANTED Subj. to permittee assuming responsibility for installation and adjustment of suitable filter circuits or other equipm't that may be necessary in the proposed antenna system and the antenna system of WJCM to prevent excessive re-radiation and the emission of spurious radiations resulting from intermodulation between the two stations.	3-12-58
BAP-401 Rec'd Filed	8-26-58 8-28-58 8-28-58	Voluntary assignment of construction permit to Claude C. Tillman, Jr., and Dorothy T. Wasdon d/b as Radio Sebring	GRANTED EFF:	10-22-58 11-19-58

COLLINS 300J

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

Claude C. Tillman, Jr. and Dorothy T. Wasdon

Letters

Name **X** GEORGE R. KEE AND CLAUDE C. TILLMAN, JR. / d/b as RADIO SEBRING

File No.	Dated	Application for	Action	
			Nature	Date
BMP-8279	9-26-58	Modification of c.p. (BP-11,179 which authorized a new standard broadcast station) to move antenna transmitter 220' north of present site (no change in address), and make changes in ground system. Engrs.: Pace, Creutz, Steel & Waldschmitt	GRANTED	12-18-58
Rec'd	10-7-58			
Filed	10-7-58			
SEE AMENDMENT BELOW				
BMP-8284	10-7-58	Modification of C.P. (BP-11,179 which authorized a new standard broadcast station) for extension of completion date from 11-12-58 to 2-12-59.	GRANTED	10-31-58
Rec'd	10-9-58			
Filed	10-9-58			
BMP-8279		AMENDED to change applicant name to Claude C. Tillman, Jr. and Dorothy T. Wasdon, d/b as Radio Sebring. (BAP granted)	GRANTED	12-18-58
AMENDMENT	12-11-58			
R & F	12-15-58			
BMP-8385	1-12-59	Modification of c.p. (BP-11,179 as mod., which authorized a new standard broadcast station) for extension of completion date from 2-12-59 to 6-12-59.	GRANTED	2-2-59 to 6-12-59
Rec'd	1-19-59			
Filed	1-19-59			

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call

Letters W S E BName CLAUDE C. TILMAN, JR. AND DOROTHY T. WASON, d/b as RADIO SEBRING

File No.	Dated	Application for	Action	
			Nature	Date
BMP-8402	1-27-59	Modification of c.p. (EP-11,179 as mod., which authorized a new standard broadcast station) to change type transmitter (Collins 300G).	GRANTED	2-13-59
Rec'd	1-30-59			
Filed	1-30-59			
BMP-8469	3-21-59	Modification of c.p. (EP-11,179 as mod., which authorized a new Standard Broadcast Station) to make changes in antenna system (increase height) and specify studio location as 1013 State Road 17, Sebring, Florida.	DISMISSED	5-25-59 Per Section 1.312(a) Applicant requested return of application
Rec'd	3-23-59			
Filed	3-23-59			
BMP-8540	5-19-59	Modification of c.p. (EP-11,179 as mod., which authorized a new Standard Broadcast Station) for extension of completion date from 6-12-59 to 8-19-59.	GRANTED	6-18-59 to 8-19-59
Rec'd	5-25-59			
Filed	5-25-59			
BMP-8572	5-27-59	Modification of c.p. (EP-11,179 as mod., which authorized a new Standard Broadcast Station) to change antenna-trans. loc. from 1013 State Road 17, Sebring, Florida to Dinner Lake, Sebring, Florida.	GRANTED	8-12-59
Rec'd	5-29-59			
Filed	5-29-59			

AUG 1955

#4

APPLICATION RECORD - BROADCASTING

Name ^{C.}CLAUDE TILMAN, JR. & ^{T.}DOROTHY WASDON d/b AS RADIO SEBRING
Sebring, Florida

Call Letters WSEB

File No.	Dated	Application for	Action	
			Nature	Date
BMP-8640 R & F	7-28-59 7-29-59	Modification of C. P. (BP-11179 as modified which authorized a new standard broadcast station) for extension of completion date from 8-19-59 to _____.	GRANTED to	9-3-59 10-12-59
BP-13534 R & F	10-13-59 10-14-59	Construction Permit to replace expired C. P. (BP-11179) which authorized a new standard broadcast station.	GRANTED	10-28-59
BL-7809 R&F	1-14-60 1-15-60	Lic. to cover cp(BP-13534 as reinstated which authorized new standard b/c station) & specify studio loc. as "Highlands Ave. Extended, Sebring, Florida.	GRANTED	4-13-60
BR-3836 Rec'd & Filed	1-6-61 1-2-61	Renewal of license.	GRANTED	6-21-61

FORM BC-121 **#5**
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters **W S E B**

HIGHLANDS BROADCASTING CORP.

Name **XCLAUDE C. TILLMAN, JR. AND DOROTHY T. WASDON d/b as RADIO SEBRING**
Sebring, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BAL- Rec'd	1-11-61 1-16-61	Voluntary assignment of license to William K. Diehl.	RETURNED Filed on 314	2-1-61 315 should be
BAL-4162 Rec'd Filed	2-18-61 2-23-61 2-23-61	Voluntary assignment of license to Highlands Broadcasting Corp.	GRANTED EFF:	6-21-61 7-20-61
BAL-4843 R & F	6-25-63 6-26-63	Voluntary assignment of license to DIXON INDUSTRIES, INC. Atty. - Wilner & Bergson	DISMISSED (Comm. action) LTR ADOPTED - #52606	6-24-64
Ltr. dated & rec'd 8-27-63 from Midlen requesting ext. auth. remain silent for 90 days from 9-6-63 pending action on application for assignment - B/C 8-30-63				
BR-3836 R & F	11-14-63 11-18-63	Renewal of license.	GRANTED RESCINDED GRANTED	8-31-64 9-28-64 9-30-64
Ltr. dated & rec'd 12-7-63 from Midlen requesting ext. auth. remain silent for 90 days pending action on pending application for assignment of lic. - B/C 12-9-63 (Current auth. remain silent expired: 12-6-63) o.c.				

#6

FORM BC-121

APPLICATION RECORD - BROADCASTING

AUG. 1955

H. PHILIP NESBITT & MARYAN B. NESBITT
 * DIXON INDUSTRIES, INC.
 * HIGHLANDS BROADCASTING CORP.

Call
 Letters

W S E B

Name Sebring, Fla.

File No.	Dated	Application for	Action	
			Nature	Date
Ltr. dated 6-10-64 from from 606-64 - R&T 6-11-64		Midlen re reinstate & extend authority to remain silent for 90 days		
BAL-5162 R & F	7-10-64 7-13-64	Voluntary assignment of license to DIXON INDUSTRIES, INC. Atty. - Wilner & Bergson	GRANTED Cond'l re: Consume within 20 days & resume operation within 90 days RESCINDED	8-24-64 9-28-64.
Letter from John Gordon to air. (Alford 9-21-64).	9-18-64	requesting extension of time to consummate and return	GRANTED	9-30-64 Eff: 10-15-64
BAL-5183 R & F (Form 316)	5-26-65 5-27-65	Voluntary assignment of license to H. PHILIP NESBITT & MARYAN B. NESBITT (Joint Tenants) Atty. - Wilner & Bergson	GRANTED Eff:	6-17-65 7-20-65

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W S E BName H. Philip Nesbitt & Maryan B. Nesbitt (Joint Tenants)
Sebring, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BP-16,925 R. & F.	9-20-65	CP to increase daytime power from 250w to 1kw and 1st res: 250 watt Class make changes in antenna system (side-mount FMV stations. ant.) install new transmitter (Collins 20'-1) Permittee shall submit with the applic. for lic. antenna resistance meas.	GRANTED	5-11-66
	9-21-65			
BZ-5786 R & F	9/1/65 9/2/65	Authority to determine operating power by direct measurement of antenna power. Attys: Wilner & Bergson	GRANTED	11-8-65
BAPL-352 R & F	9-10-66 9-15-66	Voluntary assignment of license and CP(BP-16925) to ERWAY BROADCASTING CORPORATION (for assignee) Atty - Grove, Jaskiewicz etc (Jay Baraff) Atty for assignor - Wilner & Bergson	GRANTED EFF:	10-25-66 11-1-66
LICENSEE NOW REPRESENTED BY PUTBRESE AND FISHER PER LETTER DATED 10-18-66 & REC'D 10-19-66				

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W S E B

Name ERNAY BROADCASTING CORPORATION
Sebring, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BR-3836 R & F	11-7-66 11-8-66	Renewal of License Atty.: Jason L. Shrinsky	GRANTED	1-20-67
BMP-11,947 R & F	11-23-66 12-8-66	Mod. of CP(BP-16,925 which auth incr day- time power from 250w to 1kw, make chgs in ant-sys (side-mount FM ant.) install new trans (Collins 20V-1) for extension of com- pletion date from 1-11-67 to _____ Atty. Wilner & Bergson Engr. John J. Mulaney	GRANTED to	12-20-66 4-11-67
BL-11,562 R & F	1/30/67 2/1/67	Lic. to cover CP (BP-16,925 as mod.) which auth. incr. daytime power, chng. ant-system, install new trans., specify type trans. CCA ELECTRONICS-AM1000D. Engr: O. E. Robinson, Fort Lauderdale, Fla.	GRANTED	3-17-67

FORM BC-121 #9
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters WSEB

Name ERWAY BROADCASTING CORPORATION
Sebring, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BL-11,563 R & F	2/16/67 2/20/67	Lic. to use former main trans. COLLINS 300G at main trans. loc. as an aux. trans. to be operated on 1340kc 250w for aux. purposes only.	GRANTED	3-17-67
BZ-6386 R & F	3/10/67 3/13/67	Auth. to determine operating power by direct meas. of antenna power. (Main)	GRANTED	4-25-67
BZ-6387 R & F	3/10/67 3/13/67	Auth. to determine operating power by direct meas. of antenna power. (Aux.)	GRANTED	4-25-67
BZ-6585 R & F DM-7/20/67 AUG 2 1967	7/10/67 7/11/67	Auth. to determine operating power by direct meas. of antenna power. (Main)	GRANTED Cond. re	8-29-67 Class IV
BZ-6586 R & F DM-8/23/67 AUG 2 1967	8/11/67 8/14/67	Auth. to determine operating power by direct meas. of antenna power. (Aux.)	GRANTED	8-29-67

FORM BC-121 #10
Aug. 1955

APPLICATION RECORD - BROADCASTING

1340kc

Call
Letters W S E B

Name ERWAY BROADCASTING CORPORATION
Sebring, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BP-18,116 R. & F. #400275 \$30 APR 15 1968	1-11-68 1-15-68 1-15-68	CP to change TL & S to 2500 S Lakeview Drive, Sebring, Florida. enr-Odes E. Robinson, Ft. Lauderdale, Fla. Engr. data filed 3-25-68	GRANTED	4-24-68
BP-18,207 R. & F. #432611 \$30 JUN 19 1968	5-29-68 5-31-68 5-31-68	CP to install auxiliary transmitter (Collins 300G) at main trans loc (CP) to be oper. on 1340kc, 250w, for auxiliary purposes only. enr-Odes E. Robinson, Ft. Lauderdale, Fla.	GRANTED	6-25-68
BL-12,008 R & F #427115 \$30 PT	5/6/68 5/10/68 5/10/68 5/21/68	License (BP-18,116) change trans. & studio loc. Engr: Odes E. Robinson, Ft. Lauderdale, Fla.	GRANTED	7-18-68
BL-12,037 R & F #427114 \$30 PT	5/6/68 5/10/68 5/10/68 7/2/68	License (BP-18,207) install aux. trans.	GRANTED	8-5-68

JUL 30 1968

APPLICATION RECORD - BROADCASTING

1340kc

Call
Letters W S E B

FRANCIS J. MATRANGOLA

Name **X** FRANK BROADCASTING CORPORATION
SEBRING, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3836 R & F #554014 \$105 P. N.	10-31-69 11-3-69 11-3-69 11-3-69	Renewal of License (Main & Auxiliary) Atty: Leonard Joyce (Daly & Joyce)	GRANTED	3-31-70
DEC 9 1969				
BAL- 6963 R & F #610975 \$105 (remotes included) ALSO SEE FM WANZ JUL 15 1970 Pub. notice filed 8-10-70	6-23-70 6-24-70 6-24-70	Voluntary assignment of license to Francis J. Matrangola Atty - Daly & Joyce AMENDED 11-30-70 - See IV-A (prop. programming) AMENDED 12-21-70 re programming	GRANTED FF:	12-30-70 1- 1-71
BZ-7698 R & F DM PRESS DEC 8 1970	11-3-70 11-6-70 11-16-70	Direct Meas. (MAIN)	GRANTED	12-14-70

#12

1340kc

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

SEBRING BROADCASTING CORPORATION

x FRANCIS J. MATRANGOLA

Call
Letters W S E BName x ERWAY BROADCASTING CORPORATION
Sebring, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BZ-7699 R & F DM PRESS DEC 8 1970	11-3-70 11-6-70 11-16-70	Direct Meas. (Aux.)	GRANTED	12-14-70
BAL-7449 R & F FEE PD: \$250 #013775 CODE 053 (Form 316) ALSO SEE FM 1 1971	10-20-71 10-21-71	Voluntary assignment of license to SEBRING BROADCASTING CORPORATION Atty - Daly, Joyce & Borsari	GRANTED EFF:	11-1971 1-1-72
BR-3836 R & F PN Recd. PRESS NOV 6 1972	10-26-72 10-30-72	RENEWAL OF LICENSE (MAIN & AUXILIARY) AMENDED 1-5-73 re: equal employment program	GRANTED	1-31-73

#13

APPLICATION RECORD - BROADCASTING

1340kHz

Call
Letters WSEB

HARRY J. MORGAN TR/AS MORGAN BROADCASTING COMPANY

Name X SEBRING BROADCASTING CORPORATION

Sebring, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BAL-7866 R & F FEE PD: \$1000 #169274 CODE 047 APR 23 1973	3-28-73 3-30-73	Voluntary assignment of license to HARRY J. MORGAN tr/as MORGAN BROADCASTING COMPANY Req. waiver Section 1.597 of Rules	GRANTED Req. Grant Fee \$ 1,200.00 (INCLUDE FM)	7-31-73
Pub. notice filed	4-23-73	Atty for assignor -Daly, Joyce & Borsari for assignee - Miller & Fields AMENDED 4-16-73 - reduction in purchase price; statement stations suspending operation Statement re resume oper within 60 days if AL is granted - filed 7-18-73	EFF: 8-10-73 pd 063 8-8-73 222185	
BR-3836 R & F PN Recd. PRESS R & F	9-30-75 " NOV 17 1975 12-17-75	RENEWAL OF LICENSE AMENDED 1-16-76 re: prog. & EEO Renewal of License (Aux.)	GRANTED Cond'l re 250w Class IV stations	9-7-77

#14

Form BC-121

May 1976

2-60

APPLICATION RECORD - BROADCASTING

1340khz

Call

Letters W S E B

Name HARRY J. MORGAN tr/as MORGAN BROADCASTING COMPANY
SEBRING, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BR 780928UO PRESS	DEC 4 1978	RENEWAL OF LICENSE (MAIN & AUX.TRANS.)	GRANTED	6-25-79

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

